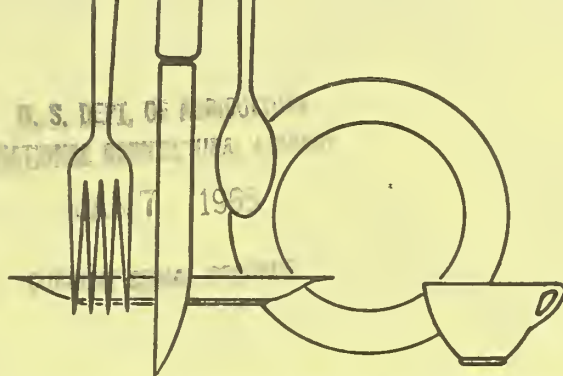


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

FOOD PRE-VUE



A SUMMARY OF THE FOOD OUTLOOK DESIGNED TO GIVE ADVANCE INFORMATION TO FOOD EDITORS

U.S. Department of Agriculture
Agricultural Marketing Service

November 30, 1964
F P - 89

MEATS.....Numbers of beef cattle and calves on farms next January 1 are expected to total only slightly larger than a year earlier. The 1964 increase in slaughter has prevented a large expansion in the Nation's cattle herd, but indications are that fed cattle marketings will continue large into the winter and prices likely will hold fairly steady. In the fourth quarter of 1964 feedlot operators planned to market 1% fewer cattle than in that period last year. As for pork, commercial hog slaughter this year is expected to run slightly smaller than in 1963. Hog prices may average moderately higher next year, due to lower per capita supplies of pork. Lamb: This year lamb prices have proven more favorable for producers than in several years, due mostly to smaller slaughter supplies. On January 1 inventory of sheep and lambs on farms is expected to be smaller than the 28.2 million head a year ago. Slaughter in 1965 is expected to continue its downward trend, with lamb prices remaining above year-earlier levels.

POULTRY AND EGGS.....Output of broilers, turkeys, and eggs this year was greater than in 1963, and further increases are in prospect for next year. Expansion in broiler production, though, may be small, and prices to producers may average higher. Turkey growers, who produced 98.7 million birds this year are likely to raise more in 1965, even in the face of the lower 1964 prices received. As for eggs, numbers of layers and replacement chickens now on hand practically assure a larger output of eggs through mid-1965 than a year earlier. Toward the close of next year volume of eggs produced will depend increasingly on the number of replacement chickens begun in the first half of next year, which is expected to be larger than in 1964.

DAIRY.....Milk production this year is likely to be about 1 billion pounds over 1963. Farm marketings, though, may gain about 1-1/2 billion pounds, because less milk is being used in households on farms where produced, and fewer farms have dairy cattle. Milk output per cow is gaining at the rate of almost 4% a year and is likely to exceed 7,800 pounds this year. Next year milk production is likely to be at about the same level as the 125.7 billion pounds in prospect for 1964. Farm marketings are expected to increase again next year. Commercial demand has gained as much as marketing this year and may do so again in 1965.

VEGETABLES:

Fresh.....Supplies of most fresh vegetables are a little below a year ago. Among the leading items, tomatoes will run considerably above last year, and prospects are for more Brussels sprouts and green peppers. Celery and carrots are in slightly lower supply and broccoli, cabbage, and lettuce tonnage is down moderately. Storage supplies of onions for fall and winter marketing are materially below the heavier volume

of last year, also slightly under average. Supplies of canned vegetables for the 1964-65 season are expected to be moderately below a year ago, but well above the 5-year average. On November 1 the supply of frozen vegetables in refrigerated warehouses stood at 1 billion, 297 million pounds--62 million pounds less than a year earlier but nearly 196 million pounds above the 5-year average. Potatoes for fall and winter marketing are substantially below stocks on hand a year ago, also moderately less than the 5-year average. Production of fall crop potatoes--estimated at 177 million hundredweight--was a tenth below last year, the smallest output since 1960. Supplies of sweet potatoes are close to the light supplies of a year ago, since production was about 1% below 1963.

FRUIT:

Citrus.....November forecast for oranges, not including California Valencias, is 101 million boxes. That size crop will be a third larger than last year, due mainly to Florida's quick recovery from the 1962 freeze. Florida's increase of early and midseason varieties over 1963-64 season runs to nearly 17 million boxes. Grapefruit output, not counting California's "other areas", is forecast at 41 million boxes--26% above last season and 3% more than average. Lemons are expected to total 14.1 million boxes this season--nearly 4 million boxes below the previous year and about 2 million boxes under average. Florida limes are forecast at half a million boxes, or about a tenth more than the previous crop. On November 1, holdings of frozen orange concentrate totaled nearly 19 million gallons--18% below a year earlier and a fourth less than average for that date.

Apples.....The crop is now estimated at 138.2 million boxes--down 3 million boxes from the October 1 estimate--but it is still the largest in 25 years.

Pears.....November 1 estimate place production at 30.2 million bushels--a whopping 56% above last season's short crop and 8% larger than the 5-year average.

Grapes.....Forecast at nearly 3.5 million tons, crop is 8% below last year's record, but 12% above average. Raisin variety is expected to reach 2,050,000 tons--9% below last year. Table variety, 510,000 tons--down 18% from 1963. Wine variety, 585,000 tons--6% below last year.

Cranberries.Latest estimates place the crop at nearly 1.3 million barrels--3% above last year and 2% more than average.

Frozen.....November 1 supplies of frozen fruits in the Nation's refrigerated warehouses totaled 614 million pounds--more than 131 million above that date last year, and about 67.5 million larger than the 5-year average. Supplies of frozen cherries were almost double the quantity on hand a year earlier.

NUTS.....November 1 estimates: Pecans, 122.5 million pounds--only a third the size of last year's record crop and a fourth below average. Walnuts, 84,200 tons--1% above last year but 13% over average. Almonds, 70 thousand tons--run 16% above last year and 30% more than average. Filberts are estimated at 8,400 tons--21% above a year ago but 9% below the 5-year average. Latest roundup for peanuts shows that record per acre yields--1,589 pounds--have pushed production to 2 billion, 193 million pounds--8% greater than last year and a sharp fourth above average.

The Plentiful Foods Program

The Agricultural Marketing Service of the U.S. Department of Agriculture, through its Plentiful Foods Program, is cooperating in these food campaigns:

TURKEYS FOR THE HOLIDAYS
BEEF PROMOTION CONTINUING
RED TART CHERRY CAMPAIGN